

CHILDREN'S BOOKS FOR FALL

CHILDREN'S
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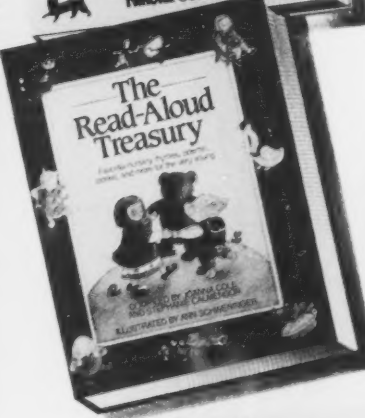
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and Other Tales**



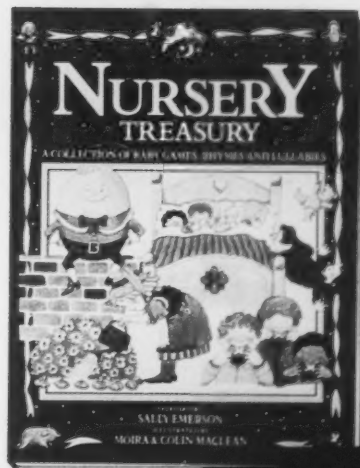
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Illustrations by Moira and Colin Maclean from THE NURSERY TREASURY

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THE GALLUP SURVEY

BY LEONARD WOOD

Teenagers' Reading Habits

TABLE 1
AVERAGE TIME SPENT WITH MEDIA

Yesterday, how much time, did you spend watching television, listening to radio, reading newspapers, magazines, books?

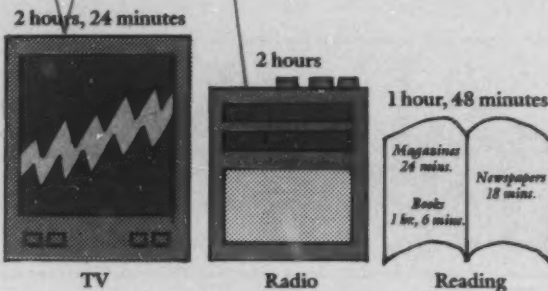


TABLE 2

Average of Hours: Minutes Devoted to Media

	TV	Radio	Books	News-Magazines	
Sex					
Male	2:24	1:48	1:00	0:18	0:24
Female	2:24	2:12	1:12	0:24	0:24
Age					
13-15 years	2:30	1:48	1:06	0:18	0:24
16-17 years	2:12	2:18	1:12	0:24	0:24
Academic Standing					
Above average	2:18	1:54	1:12	0:24	0:24
Average & below	2:36	2:12	1:00	0:18	0:24
Chief Wage Earner					
White collar	2:24	1:54	1:06	0:24	0:24
Blue collar	2:24	2:12	1:12	0:18	0:18
Parents' Education					
Both college	2:06	1:54	1:12	0:24	0:18
Either college	2:24	2:18	1:00	0:18	0:24
No college	2:36	1:54	1:06	0:24	0:24
Region					
East	2:36	1:54	0:54	0:24	0:18
Midwest	2:18	2:00	1:00	0:18	0:30
South	2:18	2:06	1:24	0:24	0:24
West	2:24	2:06	1:12	0:18	0:24

TABLE 3

% of TIME DEVOTED TO MEDIA (Comparison Between Teens and Parents)

	More	Same	Less
Radio	79	7	14
Television	43	24	33
Reading	29	16	55
Books	43	16	41
Magazines	35	21	44
Newspapers	8	10	82

Why can't Johnny read? Maybe he'd rather watch TV or listen to the radio, suggests a Gallup survey of 13-17-year-olds conducted last year. Although the interviewing was conducted during the school year, teens claimed to spend more time with the TV or radio than with printed matter.

When young adults were asked how much time they devoted the previous day to various activities, they reported spending an average of 2 hours and 24 minutes watching TV and another 2 hours listening to the radio, and these estimates were higher than those for reading books (1 hr., 6 mins.), newspapers (18 mins.) or magazines (24 mins.). Even when all reading activity was combined, the time spent (1 hr., 48 mins.) was lower than that devoted to electronic media. (TABLE 1).

Among all demographic groups, teens reported spending the most time with TV or radio compared to print media. Young teens, those whose academic standing is average or below, those whose parents are not college-educated, and Easterners, spent more time watching TV than did their counterparts. Young women, older teens, those whose academic standing is average or below, and those from blue-collar households, devoted more of their day to the radio than did other teens (TABLE 2).

It is not surprising to find that teens whose academic standing is above average reported spending more time reading (2 hours) than did those with lower academic standing (1 hr., 42 mins.). Regionally, Southern teens claimed to read longer (2 hrs., 12 mins.) than did young Westerners or Midwesterners. Young women (2 hours) and 16-17-year-olds (2 hours) spent more time reading than did young men (1 hr., 42 mins.) or 13-15-year-olds (1 hr., 48 mins.).

Teens were also asked to compare their behavior to their parents', and the results suggest that teens make more frequent use of radio and television but spend far less time reading than their parents do.

Radio is the medium that most widely separates the generations, with 79% of the teens saying they spend more time listening to the radio than their parents. (TABLE 3).

A majority of teens (55%) claimed to spend less time reading than do their parents, while 29% believed they spend more time. Teens were evenly divided between those who believed they spend more time (43%) and less time (41%) than their parents reading books, but they were slightly more likely to report that their parents spend more time reading magazines than they do (44% to 35%).

TV viewing is heavily concentrated among the young, with 49% of those aged 13-15 saying they spend more time than their parents do watching the tube. By age 16, the proportion drops to 35%. For books, the gain is from 39% to 50%, and for reading in general, the increase is from 26% to 32%.

Regionally, the electronic media are strongest in the East. Television is weakest in the West, and radio has its poorest showing in the South.

NOTE: Results are based on telephone interviews among a nationally representative sample of 503 teenagers, ages 13-17 years, conducted in March 1987.